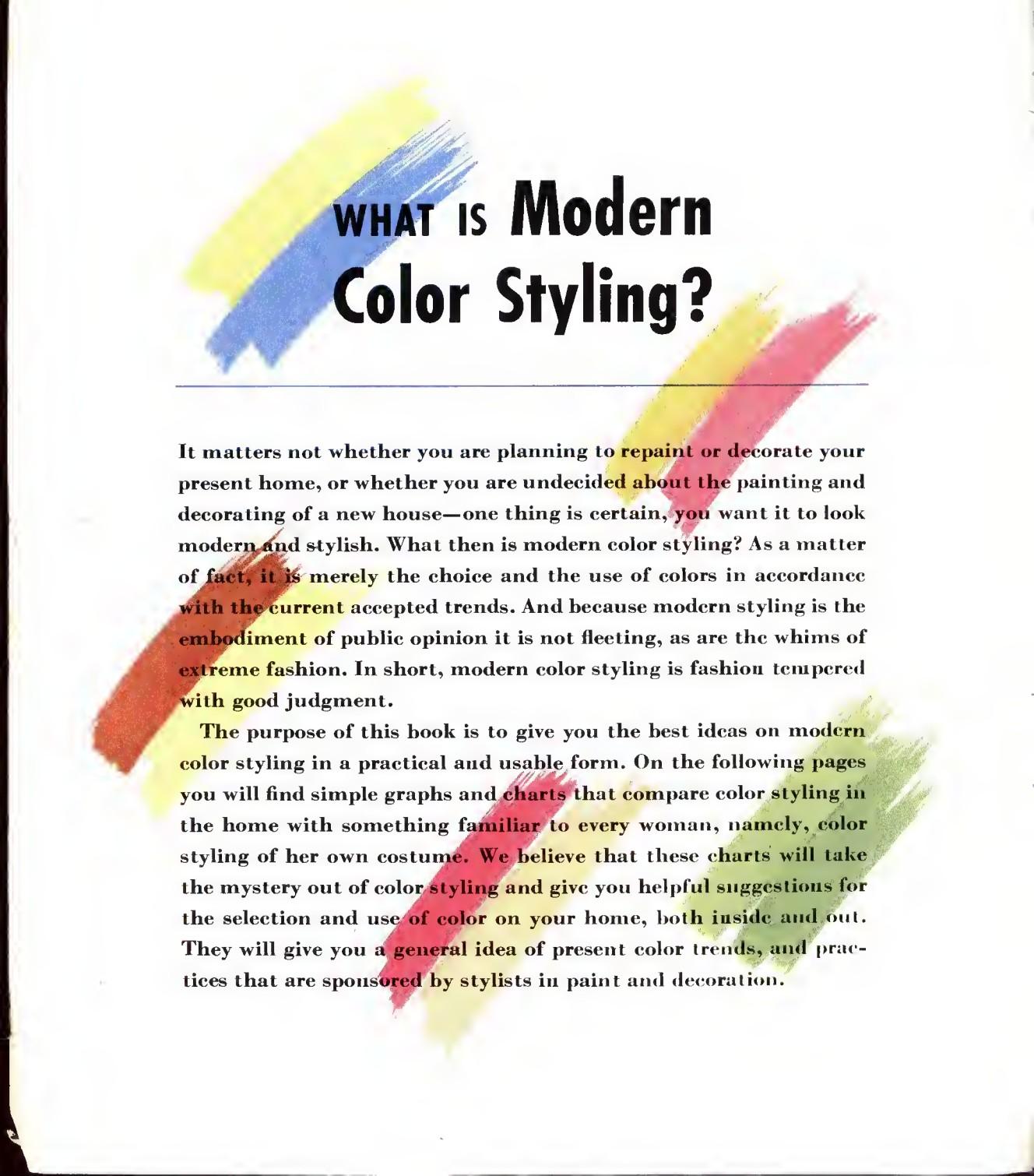


# Modern Color Styling

FOR YOUR HOME





# **WHAT IS Modern Color Styling?**

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**It matters not whether you are planning to repaint or decorate your present home, or whether you are undecided about the painting and decorating of a new house—one thing is certain, you want it to look modern and stylish. What then is modern color styling? As a matter of fact, it is merely the choice and the use of colors in accordance with the current accepted trends. And because modern styling is the embodiment of public opinion it is not fleeting, as are the whims of extreme fashion. In short, modern color styling is fashion tempered with good judgment.**

**The purpose of this book is to give you the best ideas on modern color styling in a practical and usable form. On the following pages you will find simple graphs and charts that compare color styling in the home with something familiar to every woman, namely, color styling of her own costume. We believe that these charts will take the mystery out of color styling and give you helpful suggestions for the selection and use of color on your home, both inside and out. They will give you a general idea of present color trends, and practices that are sponsored by stylists in paint and decoration.**

# The Elements of MODERN COLOR STYLING

Color has the power of enhancing or destroying beauty. Used properly it enhances—used otherwise it destroys.

In selecting apparel you are unconsciously guided in your selection of color ensemble by the color of your eyes and hair—by the fineness of skin texture. And you also consider your figure and your stature in selecting apparel which is most appropriate for your type.

Painting or decorating a room or the exterior of your house also calls for the observance of the same simple rules. Your best assurance for a lovely home, tastefully decorated, lies in following these rules as they are exemplified on the right, and as applied to room and house decoration as shown on the two following pages.

The wide range of Lowe Brothers Quality Paint colors provides a range of shades and tints that make your selection of color easy.

**USE COLOR FOR A  
DEFINITE PURPOSE**



Use gradations of one color, or harmonious colors for unity. (Colors that clash give a jumbled air.)



Color simplicity is important to modern styling. (Confusion results from the use of too many colors.)



Use color contrasts for emphasis.



Use lighter and brighter colors to increase the illusion of size—darker colors to decrease the apparent size.



Emphasize vertical lines to increase the apparent height.



Concentrate strong color interest in small objects.



Use color to accent or subdue lines and contours.



# How to Apply the Principles of Modern Color Styling TO THE EXTERIOR OF YOUR HOME



In modern color styling, the use of color is much more important than the choice of colors. Yet there is really no mystery about the use of colors, either matching or agreeably contrasting, to create a pleasing and stylish dress for your home. After all, the function of color in home styling is exactly the same as the function of color in the styling of your own costume, and every smart woman knows that there

are basic rules that govern the use of color in dress.

So it is with your home. The architecture and the materials of which your home is built . . . its location and surroundings . . . its age and size—all of these factors have a bearing on your use and choice of colors. And while certain color combinations are associated with the traditional architectural styles, many modern variances are possible. Therefore, let us concern ourselves primarily with the principles of using color for the definite purpose of creating a smartly styled exterior for your home. And, of course, you will want to use Lowe Brothers High Standard House Paint to assure longer-lasting beauty for your home.



## HOW TO STYLE THE EXTERIOR OF YOUR HOME WITH COLOR ★

 **STYLE YOUR HOME**

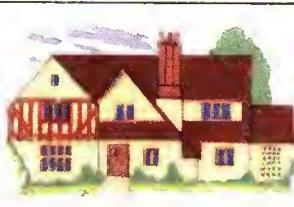
**THIS WAY**

**NOT THIS WAY**

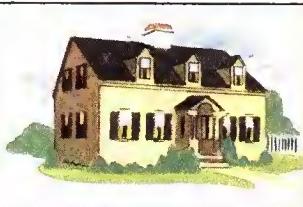
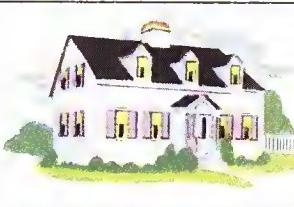
Point small houses light to increase the apparent size, also paint entire body in same color.



Tie together two different construction materials by painting them alike.



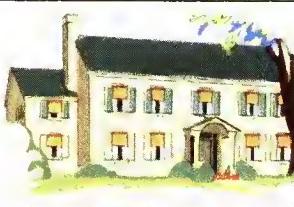
Use vivid color touches only on small houses.



Use one color, or at least gradations of one color for body, trim and sash, on a stately house.



Paint shutters of upper story a contrasting color, those of lower story like the body. Strong color on all shutters may have a tendency to overbalance the body color.



Concentrate color interest in small areas, such as shutters, sash and door.



Simplify ornate or outmoded trim by painting it in the body color.



# How to Apply the Principles of Modern Color Styling TO THE INTERIOR OF YOUR HOME

Because walls set the stage for modern color styling inside your home, paint gives you new style efforts without the cost of replacing

furniture. Walls, you see, are the most important area inside your home. Therefore, consider them as the basic element

in your color ensemble. Begin with your favorite color as your basic wall treatment, and make it the background for your

## HOW TO STYLE THE INTERIOR

### STYLE YOUR INTERIOR

For small rooms point walls light, to increase the apparent size. Dark colors have the power of reducing.



If ceiling is too high, point it darker than walls; widen the effect of windows by looping up the draperies. By painting the ceiling dark the horizontal is emphasized.



To make woodwork inconspicuous, point it same color as walls. Strong colors on woodwork brings it to foreground.



For new interest, point ceiling and one wall alike, with three walls in another soft, harmonizing color or shade. Avoid using strong contrasting colors in combination.



### THIS WAY



### NOT THIS WAY



entire room color plan. Then you may choose harmonizing or contrasting accessory colors for draperies, floor covering and furniture.

But, before you choose your basic wall color, be sure you have in mind the effect which you wish to achieve. Ask yourself if you

want a tranquil room done in subtle colors or if you wish one which is exciting and exhilarating. Remember that soft pastel colors with subtle accessory tones create a restful room, while bright primary colors, with sharply contrasting accessories, give you a room which is

vivid and lively in feeling. But most of all remember that walls set the stage for a modern styled interior. So choose your favorite colors from the wide range offered by Lowe Brothers Mellotone and Mello-Gloss Wall Paints, and be guided by these style-wise suggestions.

## OF YOUR HOME WITH COLOR

### STYLE YOUR INTERIOR

Walls in the overge home should be considered as background and should be less intense in color than the furnishings.



Avoid too much pattern. With flowered or figured draperies use plain walls. With multi-colored walls use plain draperies.



Reserve vivid color for small decorative touches or art objects. Too much strong color destroys color balance.



For Bath Rooms, paint ceiling and upper walls alike in a tint to match, or in a color that contrasts agreeably with the tile of lower walls. Paint woodwork to harmonize with both the tile and upper walls.

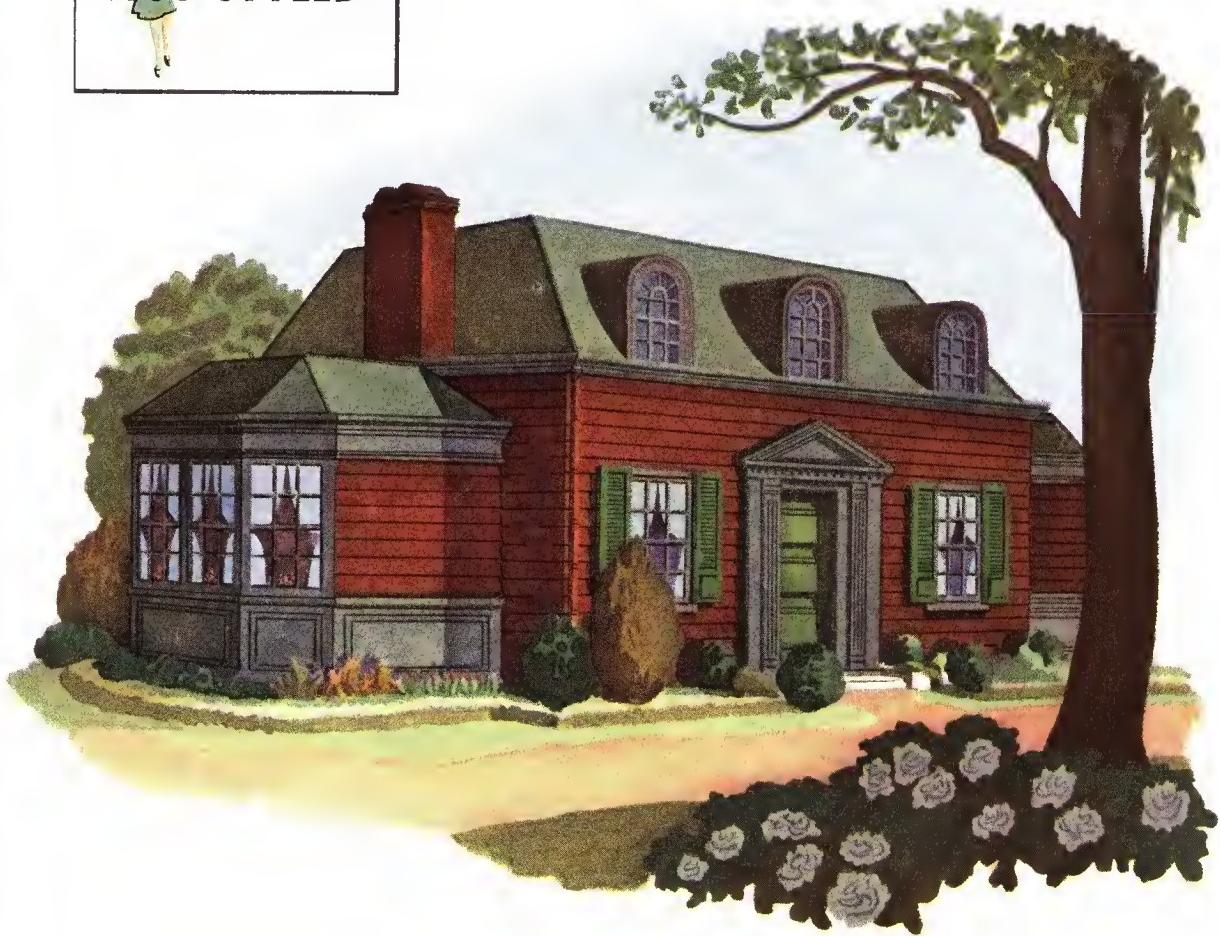


### THIS WAY



### NOT THIS WAY





*Not styled, this home loses its charm and dignity through the improper use of too many colors, and colors which are too dark.*



STYLED



J. Kanzous

*Restyled with paint, this stately old home has modern charm and dignity achieved through the simplicity of its color scheme.*

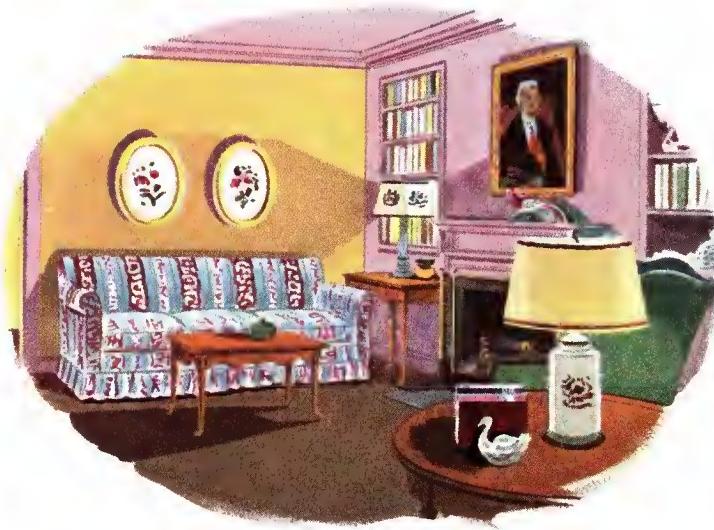


*Here a small home is painted, but not styled, with heavy colors which give it a dull and depressing appearance.*



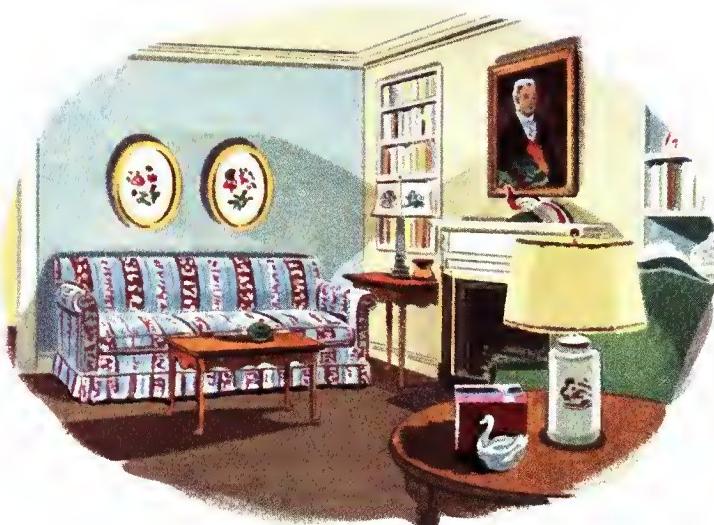
*This small home has been effectively styled by the use of a light color on its entire body. The concentration of color accents on small areas adds further interest.*





**NOT STYLED**

*Improperly styled through the use of strong contrasting colors this room has an effect which is garish and disconcerting.*



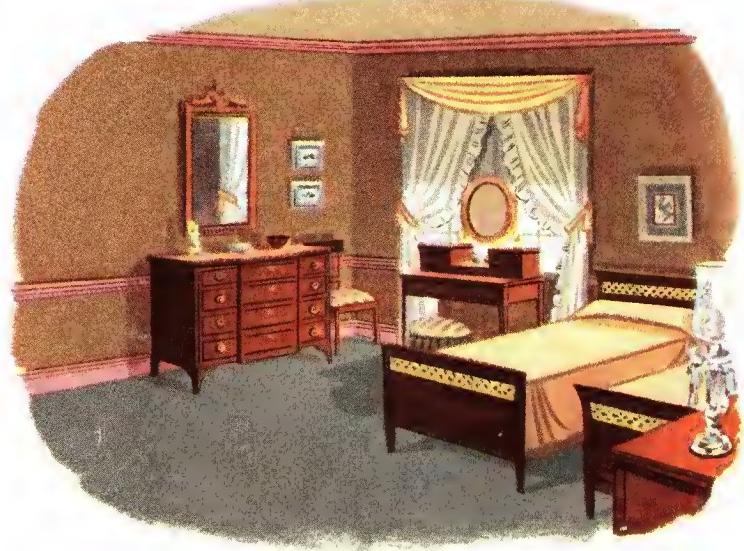
**STYLED**

*A stylish interior is here achieved through the use of soft, harmonizing colors. New interest is also achieved by painting the ceiling and one wall alike while the other three walls are in agreeable harmony.*



## NOT STYLED

*This room is improperly painted, using too strong a background color and a different color on the woodwork which brings it undesirably to the foreground.*



## STYLED

*Properly styled, this restful bedroom uses soft harmonizing colors to achieve simple dignity. Woodwork is correctly painted a matching color so that it blends into the background.*





## NOT STYLED

*This room is improperly styled because walls are not considered as the background, and their bright colors occupy too large an area. Too strong contrasts are also used.*



## STYLED

*Smart style in this kitchen is achieved through the use of gradations of the same color which permit color accents to add interest to small areas.*

There are *Lowe Brothers*  
QUALITY PAINTS OR VARNISHES FOR EVERY PURPOSE  
and Cost So Little to Use

*Lowe Brothers*

From Lowe Brothers complete line of quality paints and varnishes your dealer in Lowe Brothers Products will supply you with a finish for every purpose whose extra margin of quality is warranted by 70 years of faithful adherence to one rigid standard of quality. So remember that Lowe Brothers extra margin of quality assures you long-lasting protection at low cost per square foot of surface painted. Remember, too, that the average cost of materials necessary to paint the exterior of your home represents only about one-third of the total cost of the job. The balance is labor. Therefore, it does not pay you to skimp on quality and run the risk of costly and disappointing results. Depend on Lowe Brothers quality to pro-

teet the fresh beauty and modern styling that the wise use of color will give you.

**DOUBLE-DUTY SERVICE  
FOR YOUR HOME**

Let the magic of High Standard House Paint give you double-duty service—style and beauty as well as protection for your home. Lowe Brothers 70 years



of faithful adherence to rigid standards of quality assures long-lasting protection for your property. So, too, Lowe Brothers extra margin of quality keeps your home's appearance up and its depreciation down.

**CONSULT A GOOD PAINTER**

If you are considering a complete exterior repainting job consult your dealer in Lowe

Brothers Paints and a good painter. Your painter knows from experience that Lowe Brothers costs less to use because it covers solidly far more square feet of surface than cheap paint. Your painter knows that it doesn't pay you to skimp on quality. And he knows that Lowe Brothers High Quality Paint saves his time and *your* money.

**LONGER-LASTING LOVELINESS  
FOR YOUR WALLS**

It's easy to choose the colors you like best to live with from the many lovely available colors in Lowe Brothers Mello-Gloss and Mellotone wall paints. Lowe Brothers Mello-Gloss is a semi-gloss paint which gives



your walls a rich, satiny lustre. And you need have no fear that the beauty of Mello-Gloss will be destroyed by stains, spots, or smudges. This beautiful, practical Mello-Gloss finish can be cleaned over and over again with ordinary soap and water.

Lowe Brothers Mellotone flat wall paint comes in beautiful pastel shades which make a most effective background for furniture and draperies. Mellotone has a soft, velvety finish—it is easy to apply and easy to clean with soap and water.

### PLAX, THE UNIVERSAL FINISH

There are a thousand uses for PLAX, Lowe Brothers new universal beauty finish. PLAX'S

twenty rich, vivid colors add exciting new beauty to furniture, woodwork, walls, kitchen utensils, toys, automobiles—to wood, metal and glass or almost any type of surface. What's more, PLAX is easy to apply with a brush and its amazing durability to resist wear, weather and abuse has been demonstrated by hundreds of boiling water tests, burning naphtha tests and metal-eating acid tests which have been performed by Lowe Brothers dealers, the nation over.

### FOR EVERY OTHER PURPOSE A LOWE BROTHERS FINISH OF UNSURPASSED QUALITY

It matters not whether you wish to paint a boat, a barn, a roof or a swimming pool, or linoleum. And it matters not whether it's original painting or refinishing which you wish to do, whatever your need, Lowe Brothers paint, varnishes, primers or special finishes will give you long-lasting beauty and protection. See your dealer in Lowe Brothers paints and varnishes.



### SPECIAL COUNSEL ON MODERN COLOR STYLING

If you feel that you need further advice regarding the trends of modern color styling see the Lowe Brothers dealer whose name appears on this booklet. He will be glad to advise you about color styling or the materials to be used and their proper application. If desirable he will refer your specific decorative problem to the Department of Decoration maintained



by Lowe Brothers for your use. So get acquainted with your dealer in Lowe Brothers products and get the benefit of his counsel and experience. Let him help you bring your adventure in modern color styling to a happy ending.





# Lowe Brothers

PAINTS AND VARNISHES





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